



**NATIONAL  
GEOSPATIAL -  
INTELLIGENCE  
AGENCY**

**UNSOLICITED PROPOSAL GUIDE**

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## **FOREWORD**

This Guide is issued under the authority of the Federal Acquisition Regulation (FAR) Subpart 15.6--Unsolicited Proposals. It provides guidance to individuals assigned to the National Geospatial-Intelligence Agency and potential offerors on procedures for submission and evaluation of unsolicited proposals. It also gives potential offerors instructions for identifying and marking proprietary information in their unsolicited proposals so that information is protected and restrictive legends conform to FAR requirements.

This Guide applies to all Offices and Directorates in NGA and to private (public) sector individuals and business concerns submitting unsolicited proposals to NGA. It also applies to unsolicited proposals submitted by Defense Allies.

This Guide is effective immediately.

Send recommended changes to:

National Geospatial-Intelligence Agency  
Acquisition Contracts (NGA/BX/IIPC)  
Attn: Industry Interaction Panel Coordinator  
4600 Sangamore Road, MS D-38  
Bethesda, MD 20816-5003  
(301) 227-7547

Nothing in this Guide is intended to conflict with coverage pertaining to unsolicited proposals in the Federal Acquisition Regulation.

This Guide will be available on the NGA website under NGA Business Opportunities. Interested public users may obtain copies by sending requests to the above address.

## REFERENCES

Part 15.6 of the Federal Acquisition Relation (FAR)

## CHANGES

**Final Rule: Unsolicited proposals (FAR Case 2002-027). Effective Date: May 5, 2004**

This final rule implements section 834 of the Homeland Security Act of 2002 (Public Law 107-296.) It adds new considerations concerning the submission, receipt, evaluation, and acceptance or rejection of unsolicited proposals. It requires that a valid unsolicited proposal NOT address a previously published agency requirement. Before initiating a comprehensive evaluation, an agency must determine that the proposal contains sufficient cost related or price related information for evaluation, and that it has overall scientific, technical, or socioeconomic merit.

## DEFINITIONS

The following definitions are provided in order to assist offerors who may not be familiar with the unsolicited proposal process.

1. Unsolicited Proposal - a written proposal for a new or innovative idea that is submitted to NGA on the initiative of the offeror for the purpose of obtaining a NGA contract, and that is not in response to a request for proposals, Broad Agency Announcement, Small Business Innovation Research topic, Small Business Technology Transfer Research topic, Program Research and Development Announcement, or any other Government-initiated solicitation or program. ***To be considered for acceptance, an unsolicited proposal to perform research and development must be a innovative, unique, or meritorious method, approach or concept. It must be submitted in sufficient detail to allow a determination that it would benefit NGA's mission responsibilities, and it must not be a response to a NGA request or an advance proposal for a NGA requirement that could be met by competitive means.*** Advertising material, commercial product offerings, contributions, or white papers, as defined below, are "not" unsolicited proposals but will be evaluated for further consideration.

2. Advertising material - Material designed to acquaint the NGA with a prospective contractor's present products or potential capabilities, or designed to stimulate interest in NGA to buy these products. Opportunities for Industry to meet with NGA representatives is covered in the Industry Interaction Process (IIP).

3. Commercial item offer - An offer of a commercial item that is usually sold to the general public and that the vendor wishes to see introduced into the NGA supply system as an alternate or replacement for an existing supply item.

4. Contribution - Concept, suggestion, or idea presented to the NGA for its use with no indication that the source intends to devote any further effort to it on NGA's behalf.

5. White Paper - a detailed or authoritative technical report without detailed delivery schedules or cost estimates.

## CHAPTER 1

### GENERAL INFORMATION

#### 1.1. PURPOSE

This Guide provides guidance to assist parties interested in preparing and submitting unsolicited proposals to the National Geospatial-Intelligence Agency (NGA). The National Geospatial-Intelligence Agency mission is support of the national security objectives of the United States, by providing timely, relevant, and accurate Geospatial intelligence consisting of the following: Imagery, Imagery intelligence, Geospatial information and Geospatial Intelligence provided in carrying out DoD combat support and other significant national missions.

One means by which NGA obtains innovative ideas from the private sector to meet the NGA mission is through the unsolicited proposal process. Unsolicited proposals provide a means for accomplishing functions not always well served by solicited proposals. NGA welcomes unsolicited proposals and appreciates the contributions made by private individuals and organizations toward maintaining the technological leadership of the United States. This Guide outlines the requirements and procedures for submitting unsolicited proposals to NGA.

#### 1.2. POLICY

1.2.1. NGA has a continuing interest in receiving and evaluating proposals containing new ideas, suggestions, and inventive concepts for weapons, supplies, facilities, devices, systems and equipment. The unsolicited proposal process provides a vehicle for NGA to obtain innovative, unique, or meritorious methods, concepts, or approaches from the private sector (i.e., business/industry or academia) and selected Allies, to accomplish the basic and applied research required for support for DoD combat and/or national geospatial intelligence missions.

1.2.2. Unsolicited proposals to perform research and development are distinguished from proposals that are requested by NGA from qualified sources. Since unsolicited proposals are not included in the procurement budget, they must be specially funded if accepted. Therefore, in order to be considered for contract award, an offeror's unsolicited proposal must demonstrate significant technological promise or merit and should represent the product of original thinking. Additionally, to qualify for evaluation, the proposal must be submitted in

confidence from one source. Favorably evaluated unsolicited research proposals that attempt to: determine and exploit the potential of scientific discoveries or improvements in technology, materials, processes, methods, devices, or techniques; advance the state of the art; and/or increase scientific knowledge, (i.e., it is directed toward a fuller knowledge or understanding of the subject under study rather than any practical application of that knowledge) may qualify under FAR 6.302-1(a)(2)(i) for other than full and open competition. FAR 15.607(b)(2) makes it clear that nonresearch unsolicited proposals will not automatically qualify for other than full and open competition and may have to be returned, unless they can be determined to meet other provisions under FAR Subpart 6.3.

#### 1.2.3. Who May Submit

In order to gain the greatest benefit from a wide range of intellectual and technological resources, NGA encourages any organization or individual to suggest a research and development effort that may support combat support or national imagery intelligence programs. In the case of unsolicited proposals submitted by foreign governments, acceptance and evaluation will be in accordance with the provisions of existing Memoranda of Understanding executed with the particular government.

#### 1.2.4. When to Submit

Unsolicited proposals for research and development projects that are original in nature and concept and fall within NGA areas of interest may be submitted at any time.

#### 1.2.5. Where to Submit

To expedite evaluation, all copies of proposals should be clearly marked as unsolicited and forwarded to: National Geospatial-Intelligence Agency, ATTN: (IIPC, Office of BX), MS D-38, 4600 Sangamore Road, Bethesda, MD 20816-5003. Please indicate clearly the Offices and Directorate(s) to which you believe your proposal may apply, provide a copy of the proposal for each NGA organization involved and include a copy for the Industry Interaction Panel Coordinator (IIP). To assist prospective offerors in identifying potential contracting opportunities using the unsolicited proposal approach, a listing of NGA major organizations, with summaries of their respective functions, is provided on the NGA website.

#### 1.2.6. Pre-Proposal Activities

Unsolicited proposals are to be independently originated and developed by the offeror and must be developed without Government supervision, endorsement, direction, or direct Government involvement. However, preliminary contact with NGA agency technical or other appropriate personnel before preparing a detailed unsolicited proposal or submitting proprietary information to the Government may save considerable time and effort for both parties. NGA will make available the information listed in FAR 15.604, as applicable, to include:

1.2.6.1. General rules for content and definitions of an unsolicited proposal.

1.2.6.2. Requirements concerning responsible prospective contractors (FAR 9.1) and organizational conflicts of interest.

1.2.6.3. Public information on NGA such as: upcoming solicitations, Broad Agency Announcement, research and/or grant programs.

1.2.6.4. Information regarding other types of transactions similar to unsolicited proposals.

1.2.6.5. Sources of information on agency objectives and areas of potential interest.

1.2.6.6. General answers to questions on procedures for submission and evaluation of unsolicited proposals.

1.2.6.7. General answers to questions on procedures for marking restrictive legends and identifying proprietary information.

Initial contact should be made through the Industry Interaction Panel Coordinator (IIPC), to provide this information or to direct the offeror to an appropriate source in a technical activity. Contact IIPC through the NGA website.

### **1.3. RESPONSIBILITIES**

#### **1.3.1. Authority to Contract**

Submitters of unsolicited proposals are advised that **only duly warranted NGA Contracting Officers have authority to contractually bind the Government for NGA**. Personnel who receive, handle, or evaluate unsolicited proposals are not authorized to commit the Government.



1.3.2. The IIPC is the NGA central coordinator to receive, initially review, establish internal controls, process for evaluation, and execute timely disposition of all NGA unsolicited proposals. Questions regarding unsolicited proposals should be directed to NGA at: National Geospatial-Intelligence Agency, ATTN: IIPC, Office of BX), MS D-38, 4600 Sangamore Road, Bethesda, MD 20816-5003. Phone (301) 227-0064 or Fax (301) 227-2295.

#### **1.4. CLASSIFIED INFORMATION**

Classified proposals will be handled in accordance with directions provided by the IIPC on a case by case basis.

## CHAPTER 2

### UNSOLICITED PROPOSAL CONTENT AND FORMAT

#### 2.1. PROCEDURES

Unsolicited proposals submitted to NGA will use the following format. The proposal should consist of two parts: (1) a cover letter, and (2) a technical summary.

2.1.1. Cover letter. The cover should contain the following information:

2.1.1.1. Offeror's name and address.

2.1.1.2. Type of organization (Profit; Nonprofit; Educational; Business Size (Large, Small, SDB, SWO etc); Ministry/Agency).

2.1.1.3. Names and telephone numbers of technical and business personnel to be contacted for evaluation or negotiation purposes.

2.1.1.4. Identification of proprietary data to be used only for evaluation purposes.

2.1.1.5. Names of other Federal, State, local agencies, or parties receiving the proposal or funding the proposed effort.

2.1.1.6. Date of submission.

2.1.1.7. Dunn and Bradstreet number, Ttax ID number.

2.1.1.8. Facility Security Clearance level and personnel security clearance levels for individuals assigned to project. (If performance at NGA is required or the project is classified.)

2.1.1.9. Signature of a person authorized to represent and contractually obligate the offeror.

2.1.2. Technical Summary. The technical summary should include the following information:

2.1.2.1. PROJECT SUMMARY: Concise title and technical abstract (approximately 200 words). This should include a brief description of the project objective, and description of the effort.

2.1.2.2. SUMMARY OF BENEFITS: Anticipated benefits and commercial applications of the proposed research or research and development should also be summarized.

2.1.2.3. IDENTIFICATION AND SIGNIFICANCE OF THE PROBLEM OR OPPORTUNITY: Define the specific technical problem or opportunity addressed and its importance.

2.1.2.4. TECHNICAL OBJECTIVES: Enumerate the specific objectives of the work, including questions it will try to answer to determine the feasibility of proposed approach.

2.1.2.5. WORK PLAN: Provide an explicit, detailed description of the approach. The plan should indicate not only what is planned but how and where the work will be carried out. The effort should attempt to determine the technical feasibility of the proposed concept. The methods planned to achieve each objective or task should be discussed explicitly and in detail. This section should be a substantial portion of the total proposal. It will also identify names of subcontractors or affiliates anticipated and roles they would play in the work.

2.1.2.6. RELATED WORK: Describe significant activities directly related to the proposed effort, including activities conducted by the principal investigator or by the proposing firm, consultants, or others. Show how these activities interface with the proposed project. Show how coordination with outside sources will be conducted, if required. The proposal must persuade reviewers of the proposer's awareness of the state-of-the-art in the specific topic.

2.1.2.7. RELATIONSHIP TO FUTURE RESEARCH OR RESEARCH AND DEVELOPMENT:

2.1.2.7.1. State the anticipated results of the proposed approach if the project is successful.

2.1.2.7.2. Discuss the significance of the effort in providing a foundation for research and/or development effort.

2.1.2.8. POTENTIAL APPLICATIONS:

2.1.2.8.1. Discuss whether and by what means the proposed project appears to have potential use by the Federal Government and how that potential relates to the NGA mission.

2.1.2.8.2. Discuss whether and by what means the proposed project appears to have potential commercial applications.

2.1.2.9. KEY PERSONNEL: Identify key personnel who will be involved in the effort. Provide information on qualifications, capabilities, directly related education and experience. Provide concise resume(s) of the principal investigator, team leader, or key personnel critical to achieving the proposed objectives. Include a list of relevant publications (if any).

2.1.2.10. FACILITIES/EQUIPMENT: Describe available instrumentation and physical facilities necessary to carry out the effort. Items of equipment to be purchased shall be justified under this section. Identify support needed from NGA.

2.1.2.11. COST: Provide proposed price or total estimated cost for the effort in sufficient detail for meaningful evaluation.

2.1.2.12. TIME: Period of time for which the proposal is valid (a minimum of six months is recommended.).

2.1.2.13. TYPE OF CONTRACT PREFERRED: (For example: Cost Plus Fixed Fee; Cost Reimbursement; Firm Fixed Price).

2.1.2.14. PROPOSED DURATION OF EFFORT.

2.1.2.15. BRIEF DESCRIPTION OF ORGANIZATION & PREVIOUS RELEVANT EXPERIENCE, RELEVANT PAST PERFORMANCE INFORMATION AND REFERENCES.

2.1.2.16. REQUIRED STATEMENTS, IF APPLICABLE, ABOUT ORGANIZATIONAL CONFLICTS OF INTEREST, SECURITY CLEARANCE AND ENVIRONMENTAL IMPACT.

## **2.2. MARKING TO RESTRICT OR LIMIT USE OF DATA:**

2.2.1. An unsolicited proposal may include data that the offeror does not want disclosed for any purpose other than evaluation. Accordingly, prospective offerors should identify to the Government, all trade secrets, commercial or financial information, and privileged or confidential information included in an unsolicited proposal that is not to be disclosed.

2.2.2. If the offeror wishes to restrict the data contained in an unsolicited proposal, the title page must be marked with the legend from the Federal Acquisition Regulations (FAR), Section 15.609 which is reproduced below. NGA will return to the offeror any unsolicited proposal marked with a different legend.

## **"Use and Disclosure of Data"**

*This proposal includes data that shall not be disclosed outside the Government and shall not be duplicated, used, or disclosed -- in whole or in part -- for any purpose other than to evaluate this proposal. However, if a contract is awarded to this offeror as a result of -- or in connection with -- the submission of these data, the Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting contract. This restriction does not limit the Government's right to use information contained in these data if they are obtained from another source without restriction. The data subject to this restriction are contained in Sheets [insert numbers or other identification of sheets].*

2.2.3. The offeror shall also mark each restricted sheet with the following legend: **"Use or disclosure of proposal data is subject to the restriction of the title page of this proposal."**

2.2.4. The offeror's restriction on disclosure of data may not be sufficient to justify withholding of a record nor to improperly deny the public access to a record where an obligation is imposed on NGA by the Freedom of Information Act, 5 U.S.C. 522, as amended. Further, the restriction would not limit the Government's right to use information contained in the proposal if it is obtainable from another source without restriction.

## **2.3. ADDITIONAL INFORMATION**

2.3.1. Response to requests by the evaluators for further information, or revision and resubmission of a proposal shall be at the expense and risk of the submitter and shall create no obligation on the Government.

2.3.2. Only those unsolicited proposals evaluated as offering significant advancement in the state-of-the-art will be considered for funding. If an unsolicited proposal is accepted, a contract may be negotiated between the offeror and NGA. A favorable evaluation does not, in itself, necessarily justify negotiating on a noncompetitive basis. Contract performance details will be discussed and worked out between the offeror, the technical office involved and the Contracting Officer. In the event a proposal is not accepted, the Government is not obligated in any way to reimburse the offeror for any costs incurred in preparing and submitting the unsolicited proposal.

## **CHAPTER 3**

### **EVALUATION INFORMATION**

#### **3.1. EVALUATION CRITERIA**

Unsolicited proposals that satisfy the criteria outlined below will receive a comprehensive evaluation by appropriate personnel engaged in the technical areas related to the unsolicited proposal under consideration. In addition to other appropriate factors, the following will be considered by technical personnel as basic criteria when evaluating unsolicited proposals (in accordance with FAR Subpart 15.606-2):

3.1.1. Unique, innovative, and meritorious methods, approaches or concepts demonstrated by the proposal that relate to NGA's mission.

3.1.2. Overall scientific, technical or socioeconomic merits of the proposal.

3.1.3. Potential contribution of the effort to the agency's specific mission.

3.1.4. The offeror's capabilities, related experience, facilities, techniques, or unique combinations of these which are integral factors for achieving the proposal objectives.

3.1.5. The qualifications, capabilities, and experience of the proposed principal, team leader, or key personnel who are critical in achieving the proposed objectives.

3.1.6. Whether this proposal closely resembles any pending acquisition requirement.

3.1.7. Whether this capability is available to the Government without restriction from another source.

3.1.8. Whether funds are available in the current fiscal year.

3.1.9. The realism of the proposed cost.

3.1.10. Other factors not specified above. Recommendation or questions the evaluators may wish to address to the submitter.

### **3.2. NOTIFICATION OR EVALUATION RESULTS**

The individual identified as the point of contact for the organization or entity submitting the proposal will be notified of NGA's intent to pursue negotiation of a contract. Notification will be made by the IIPC, NGA Office of BX, or by an authorized contracting officer as to the results of an evaluation, if any. Individuals outside the Office of BX or the Acquisition Contracts organization are not authorized to accept or reject the proposal or to bind NGA contractually.